

ORDER**Orders**

Order / Rev: 170240
Alt Order #: 06394938
Product Desc: THOMPSON FOR SENATE
Estimate: 3071
Flight Dates: 10/25/12 - 10/30/12
Original Date / Rev: 10/24/12 / 10/24/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency

Name: Strategic Media Placement
Buying Contact: Whitney Eversole
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser

Name: Poli/T Thompson/R/Sen/WI
Demographic: A50+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	19	\$34,250.00	\$29,112.50
10/29/12	10/30/12	8	\$2,800.00	\$2,380.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	19	\$34,250.00	\$29,112.50	0.00
November 2012	8	\$2,800.00	\$2,380.00	0.00
Totals	27	\$37,050.00	\$31,492.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	14%	\$37,050.00
Market	100%	\$264,642.86

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	34%	\$89,978.57
WITI	31%	\$82,039.29
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	21%	\$55,575.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/25/12	10/26/12	Morning News M-F 6a - 7a	CM	6a-7a	---TF--	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---TF--			2		\$50.00		0.00				
E 2	WDJT	10/29/12	10/30/12	Morning News M-F 6a - 7a	CM	6a-7a	MT-----	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	10/29/12	10/30/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	MT-----	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2			\$50.00			0.00			
E 3	WDJT	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a	-----1	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1			\$750.00			0.00			
E 4	WDJT	10/28/12	10/28/12	Sun 1030a-11a Green and Gold Game Day Live	SPRT	1030a-11a	-----1	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1			\$400.00			0.00			
E 5	WDJT	10/25/12	10/26/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	---TF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--		2			\$350.00			0.00			
E 6	WDJT	10/29/12	10/30/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	MT-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2			\$350.00			0.00			
E 7	WDJT	10/25/12	10/28/12	CBS58 Nws 5p M-Sa/530CM CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p	---TFSS	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TFSS		4			\$200.00			0.00			
E 8	WDJT	10/29/12	10/30/12	M-F 5pm News M-F 5pm News	CM	5p-530p	MT-----	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2			\$200.00			0.00			
E 9	WDJT	10/25/12	10/28/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	---TFSS	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TFSS		4			\$800.00			0.00			
E 10	WDJT	10/29/12	10/30/12	M-F Late News M-F Late News	CM	10p-1035p	MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2			\$800.00			0.00			
E 11	WDJT	10/27/12	10/27/12	SEC Afternoon Game SEC Afternoon Game	SPRT	Fri 130p-5p/Sat 11- (2:00 PM-5:00 PM)	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-		1			\$250.00			0.00			
E 12	WDJT	10/28/12	10/28/12	NFL Today NFL Today	SPRT	NFL Today	-----1	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1			\$1,000.00			0.00			
E 13	WDJT	10/28/12	10/28/12	NFL Late Game Regular NFL Late Game Regular Season	SPRT	NFL Late Game Re	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1			\$3,000.00			0.00			
E 14	WDJT	10/28/12	10/28/12	Green Bay Packers Green Bay Packers	SPRT	Various	-----1	:30	1	\$24,000.00	P-2	0.00	NM	1	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1			\$24,000.00			0.00			
E 15	WDJT	10/25/12	10/26/12	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a	CM	7a-9a	---TF--	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--		1			\$50.00			0.00			
Totals														27	\$37,050.00